

CONTEXT CANVAS

WHAT ARE YOU MAPPING?:

DATE:

2 DEMOGRAPHICS "What population shifts will shape demand, behaviour, or talent?"	4 ECONOMY + ENVIRONMENT "What economic or environmental forces will influence our viability or operations?"		6 TECHNOLOGY "Which technologies are changing expectations, costs, or possibilities?"
	3 POLICY/RULES+REGS "Which current or upcoming policies could constrain or enable what we do?"	5 COMPETITION "Who else is competing for our customers' time, attention, or resources?"	
1 YOUR ORGANIZATION			
7 CUSTOMER NEEDS "How are our customers' needs or behaviours evolving?"		8 UNCERTAINTIES "What high-impact factors are unclear, unstable, or outside our control?"	